



GOVERNMENT OF THE REPUBLIC OF THE GAMBIA



WORKSHOP

ORIGINAL: ENGLISH
DATE: SEPTEMBER 13 AND 14, 2023
WIPO/IP/SMES/BJL/23

National Workshop: The Use of Intellectual Property in Strengthening Competitiveness of Small and Medium Enterprises in the Gambia

Organized by:

The World Intellectual Property Organization (WIPO)

In collaboration with,

The Ministry of Justice of the Republic of Gambia

Banjul, September 13 and 14, 2023

Prepared by:

The International Bureau

Draft Program

Wednesday September 13, 2023

- 09:00 - 09:30 Registration
- 09:30 - 10:00 Opening Remarks
- Remarks by the Registrar General, Abdoulie Colley
- Remarks by the WIPO Acting Director of Division for Africa, Loretta Asiedu
- Remarks by the Solicitor General & Legal Secretary, Hussein Thomasi
- 10:00 - 10:30 Group Photo and Coffee break
- Theme 1. Promotion and Protection of intellectual property assets
Generated by SMEs**
- 10:30 - 11:15 Topic 1: General Overview of Intellectual Property
- Speaker : Mr. David Jeng, Business Support Consultant, Gambia
- 11:15 - 12:00 Topic 2: Protection of IP assets in the Gambia
- Speaker : Mr. Serign Bamba Jabbie, Senior State Counsel IP Office
- 12:00 - 13:30 Lunch Break
- 13:30 - 14:15 Topic 3: Regional and International Routes for protection of IP Assets
- Speaker: Ms. Ozden Ilhan, Fellow, Lisbon Registry, WIPO
- 14:15 - 15:00 Topic 4: Demonstration of the preparation and filing of applications with the
Registrar General's Office (RGO) of the Gambia
- Speaker: Mr. Alieu Jabang, Senior Legal Clerk IP Office
- 15.00 - 15.30 Coffee Break
- Theme 2. Enhancing competitiveness of SMEs in the market**
- 15:30 - 16:45 Topic 5: The Use of Trademarks, Certification Marks, Collective Marks and
Geographical Indications and Designs in marketing products and
services of SMEs
- Moderator: Ms. Loretta Asiedu, Acting Director, Division for Africa, WIPO
- Speakers: Ms. Rose Mboya, IP Expert, Kenya
Ms. Lillian Nantume, IP Expert, Uganda
Mr. David Jeng, Business Support Consultant, Gambia
- 16:45 - 17:00 Wrap Up and Closing of Day 1
- Facilitator: Mr. Rama Mwanundu, Project Coordination and Evaluation
Expert, Division for Africa, WIPO

Thursday September 14, 2023

Theme 2 continued: Enhancing competitiveness of SMEs in the market

09:00 - 10:00 Topic 6: WIPO Tools and Services in support of SMEs

Speaker: Mr. Christopher Kalanje, Counsellor, IP for Business Division,
WIPO

10:00 - 10:45 Topic 7: Facilitating access to scientific and technological information -
Demonstration of the use of patent databases

Speaker: Alphonse Mendy, TISC Focal Point, USET

10:45 - 11:00 Coffee Break

Theme 3: Exploitation and Commercialization of IP assets

11:00 - 11:45 Topic 8: Licensing, Franchising and Merchandising – Practical Examples

Speaker: Ms. Rose Mboya

11:45 - 12:30 Topic 9: Case Study - A Gambian experience

Speaker: Mr. David Jeng

12:30 - 13:00 Discussions

13:00 - 14:30 Lunch Break

14:30 - 16:30 Topic 10: Practical Experience Sharing and Group exercises

Speaker: Ms. Liliane Nantume

Facilitators: Mr. David Jeng
Ms. Rose Mboya
Mr. Rama Mwanundu

16:30 - 17:00 Presentation of Group Reports

17:30 - 18:00 Discussion on the Way Forward and Closing of Program